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OCT 31 2005

PATENT
Docket No. 99-836 RCE1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

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James Howard DREW et al.

)

Group Art Unit: 3639

Application No.: 09/593,118

)

Examiner: Robinson Boyce, Akiba K

Filed: June 13, 2000

)

For: A METHOD FOR EVALUATING
CUSTOMER VALUE TO GUIDE
LOYALTY AND RETENTION
PROGRAMS

)

Confirmation No.: 5555

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

AMENDMENT

This paper is responsive to the Office Action mailed June 29, 2005, which has a period for response extending through September 29, 2005.

Amendments to the Claims are reflected in the listing of claims in this paper beginning on page 2.

Remarks follow the amendment section of this paper and begin on page 21.